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CHF 100'000 for Eyeware

The Idiag startup Eyeware obtained a seed loan of CHF 100'000 from the Foundation for Technological Innovation (FIT). This type of loan is granted to promising young companies of Western Switzerland in phase of prototyping and commercial development. Since 1994, the FIT has financed innovative technological projects and startups with a total of 33 million Swiss francs of loans and grants. These companies have created more than 1000 jobs in Switzerland so far.

Eyeware: Using gaze to facilitate human-machine interaction

The solution of the Idiag spin-off Eyeware enables humans and machines to interact directly with each other thanks to 3D eye tracking, based on artificial intelligence technology. 3D eye tracking is the process in which someone's vision (or line of sight) is monitored on his/her entire environment (3D) and not only on a 2D surface such as a computer screen. 3D eye tracking can capture and tell what objects a person is looking at in a certain context or environment. When compiled, the information enables machines (computers, robots or cars) to interact accordingly with the users. Even take decisions based on contextual information.

Numerous novel applications

Eyeware's software enables numerous and totally new applications. It can for example capture what a person is looking at in a retail store to better understand customer behaviour. It can be used as a "virtual mouse" for paraplegic people to use their computer hands-free. It can also predict someone's intention, for example with robots or in cars, and offer proactive assistance. The solution can also facilitate social interactions between humans and machines, where machines become more aware of their environment and users more engaged with them. Think of the social robots used in schools for education, or in elderly homes to assist elderly people, for example. On the more technical side, Eyeware's software uses publicly available consumer devices such as the Microsoft Kinect. It can also work with stereoscopic cameras or custom 3D sensors.

Founded in 2016, Eyeware already created prototypes for cars, robots and computers. The startup is now preparing the launch of two new prototypes for the assistive technology market and for research in the field of social behaviour. The FIT loan will help them support the development of their new products and file all necessary patents. Eyeware is also looking for investors to help them craft their final product and launch it on the market in the coming years.

Useful links:

Watch Eyeware's eye tracking demo: <https://www.youtube.com/watch?v=AhQPXkjsW2w>

Contact:

Serban Mogos, Co-founder & COO | +40 745 775 763 | serban@eyeware.tech

About the FIT

Created in 1994, the Foundation for Technological Innovation (FIT) has financed innovative technological projects and startups with a total of 33 million Swiss francs of loans and grants. It provided 197 loans to 171 innovative companies, out of which 130 are still in activity today. These companies have created more than 1000 jobs in Switzerland so far.

Innovaud, who promotes innovation in the Canton of Vaud, closely collaborates with the FIT in the projects' pre-selection process as well as by providing support to the projects' teams.

www.fondation-fit.ch

Contact:

Julien Guex, FIT Secretary General | 021 613 36 34 | julien.guex@fondation-fit.ch